



# Success News

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## TW MEDICAL VETERINARY SUPPLY Providing Diversification in Pet Care

**Lago Vista, TX** – TW Veterinary Supply was started in 1994 by CEO Genae Girard and President Mark Ziller. The original business concept was to export medical and pharmaceutical supplies overseas. In researching the export trade, they found that the sales cycle would take a very long time. The owners decided it was best for them to redirect their efforts.

Genae and Mark refocused and began researching local markets and found many opportunities in the veterinary market. Nine years later, the company is now a full-line distributor of veterinary pharmaceuticals, surgical supplies and equipment, and exports to over 13 countries. The company also assists new start-up vet clinics with all the necessary equipment, surgical lights, exam tables, and autoclaves, as well as everyday items such as vaccines, bandages, and the necessary drugs. The company carries its own line of supplies under "TW Medical" which include exam gloves, sutures, x-ray film and surgical blades.

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The company's success is due to several factors, most importantly, the owners. Genae is the marketing strategist and Mark is the financial and business analyst – a strong business combination. They attribute their local and overseas success to the company's superior customer service - providing their customers with personal service and fast delivery.

In 2001, "Inc. 500" ranked TW Medical Veterinary Supply as #82 on the magazine's list of "America's Fastest Growing Private Companies." Their unbridled recently growth required them to expand their facility. The new, fully-operational facility is an 18,000 sq. ft climate controlled office-warehouse located in Lago Vista. The financing was provided by SBA and Capital Certified Development Company and Compass Bank.

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